

Surface Care in Denmark

Market Direction | 2025-02-05 | 20 pages | Euromonitor

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Report description:

Over half of all surface care volume sales were attributed to multi-purpose cleaners in 2024. Households want versatility from surface care products and the ability to effectively clean various surfaces, such as countertops, appliances, and floors. Multi-purpose cleaners appeal to households seeking to simplify their cleaning routines. As inflationary pressures and interest rate hikes resulted in weak consumer confidence and spending power, many households sought to lower their expenditure on su...

Euromonitor International's Surface Care in Denmark market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: Bathroom Cleaners, Descalers, Drain Openers, Floor Cleaners, Home Care Disinfectants, Home Care Wipes and Floor Cleaning Systems, Kitchen Cleaners, Multi-Purpose Cleaners, Oven Cleaners, Scouring Agents, Window/Glass Cleaners.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Surface Care market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

reliable information resources to help drive informed strategic planning.

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Improved formulas support growth in bathroom cleaners

Brands embrace more natural formulas in bid to shift away from harsh chemicals

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Effective formulas will continue to draw in consumers

Value and versatility will attract consumers in surface cleaners

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